

# AD SPECIFICATIONS

Two static creatives are needed for each ad size - Standard and Hi-Res.

**100kb max files size.**

## MOBILE ADS:

	Standard	Hi-Res
Big Ad:	300x250	600x50
Anchor:	320x50	640x100
Header:	320x50	640x100

## DESKTOP ADS:

	Standard	Hi-Res
Super Leaderboard:	1280x100 970x90 728x90	2560x200 1940x180 1456x180
Leaderboard ROS:	728x90	1456x180
Home Page Big Ad:	300x600	600x1200
Dashboard:	300x250	600x500
Peel Back:	525x525	1050x1050
Right Rail ROS:	100x525	200x1050
Anchor ROS:	728x90	1456x180

## eEDITION ADS:

	Standard	Hi-Res
Skyscraper:	160x600	320x1200
In-Story Top (Desktop):	728x90	1456x180
In-Story Top (Mobile):	320x250	640x500
In-Story:	300x250	600x500

## WEATHER PAGE ADS:

	Standard	Hi-Res
Super Leaderboard:	1280x100 970x90 728x90	2560x200 1940x180 1456x180

## ANNIMATION:

.GIF  
Banner: 468x60  
Leaderboard: 728x90  
Rectangle: 300x250  
Skyscraper: 160x600  
Big Ad: 300x600  
Large Mobile: 320x100  
Max length: 30 sec  
5 fps or slower  
Max Loop: 3

## HTML5 ADS:

Created with Adobe Animate or Google Web Designer  
We host or client hosts  
Additional limitations apply  
Flash ads not accepted

## PRE-ROLL VIDEO

Length: 15-30 Sec  
16.9 aspect ratio

## OTT/CTV

Length: 15-30 Secs  
Non-Skippable  
Max size: 60Mb  
Resolution: 1080p or higher  
Format: .mp4  
Min. Bitrate: 1200-1500 kbps

